

**DETAILED ACTION**

1. Applicant has amended claims 1, 10, 11, 16 and 17 in the amendment filed on 11/7/2009.

**EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Attorney Garry J. Tuma on 2/23/2009.

**In claims:**

Please replace claims 54, 63 and 68 with amended claims 54, 63 and 68.

Please cancel claims 1-53, 55-62, 64-67, and 69-77.

54. (Currently amended) A computer readable storage medium storing computer-executable instructions that are executed by a computer for performing steps of:

storing data in a memory, the data comprising a server application program and only one single document type definition (DTD) for use in storing, retrieving, searching, or tracking at least three different types of digital assets stored in a single database, each digital asset of the digital assets includes content and metadata, the metadata includes rights management information, the server application program including modules for a parser, a query language utility, and a style sheet processor;

receiving a demand containing user entered search parameters for information pertaining to the at least three different types of the digital assets;

accessing the DTD that defines declared elements for the at least three different types of the digital assets, wherein the DTD further defines elements and attributes for rights management of the at least three different types of the digital assets, the at least three different types of the digital assets including photographs, audio recordings and at least one of promo, video recordings, and voiceover digital assets, wherein the rights management elements and attributes comprise metadata for at least one of: a contract identifier, an availability start date, an availability end date, an allowed number of plays per agreement, a copyright holder identifier, and a worldwide rights identifier, wherein the DTD defines metadata for the photographs and metadata attributes for the photographs metadata, the photographs metadata attributes comprising at least one of a definition for black/white, a definition for color, a definition for caption, and a definition

for legal restrictions, wherein the DTD defines metadata for the audio recordings and metadata attributes for the audio recordings metadata, the audio recordings metadata attributes comprising a definition for rights issues regarding use of an audio recording;

converting, by using the query language utility, the demand containing user entered search parameters for information pertaining to the digital assets into a query to be transmitted to the database, wherein the query language utility is a structured query language (SQL) utility and the style sheet processor is an extensible style sheet language (XSL) processor;

searching the at least three different types of the digital assets based on the converted demand and the accessed DTD; and

converting, by using the style sheet processor, search results returned from the database into a style sheet for input to a client application and displaying the converted search results to a user.

63. (Currently amended) A method for retrieving and tracking different types of assets, the method comprising:

storing data in a memory that is read by a computer, the data comprising a server application program and only one single document type definition (DTD) for use in storing, retrieving, searching, or tracking at least three different types of digital assets stored in a single database, each digital asset of the digital assets includes content and metadata, the metadata includes rights management information, the server application program includes modules for a parser, a query language utility, and a style sheet processor;

receiving a demand containing user entered search parameters for information pertaining to the at least three different types of the digital assets;

accessing the DTD that defines declared elements for the at least three different types of the digital assets by executing the server application program, wherein the DTD further defines elements and attributes for rights management of the at least three different types of the digital assets, the at least three different types of the digital assets including photographs, audio recordings and at least one of promo, video recordings, and voiceover digital assets, wherein the rights management elements and attributes comprise metadata for at least one of: a contract identifier, an availability start date, an availability end date, an allowed number of plays per agreement, a copyright holder identifier, and a worldwide rights identifier, wherein the DTD defines metadata for the photographs and metadata attributes for the photographs metadata, the photographs metadata attributes comprising at least one of a definition for black/white, a definition for

color, a definition for caption, and a definition for legal restrictions, wherein the DTD defines metadata for the audio recordings and metadata attributes for the audio recordings metadata, the audio recordings metadata attributes comprising a definition for rights issues regarding use of an audio recording;

converting, by using the query language utility, the demand containing user entered search parameters for information pertaining to the digital assets into a query to be transmitted to the database, wherein the query language utility is a structured query language (SQL) utility and the style sheet processor is an extensible style sheet language (XSL) processor;

searching the at least three different types of the digital assets based on the converted demand and the accessed DTD; and

converting, by using the style sheet processor, search results returned from the database into a style sheet for input to a client application and displaying the converted search results to a user.

68. (Currently amended) A computer system for retrieving assets, the system comprising:

a server comprising application software and a single database, the database storing a plurality of digital assets of different types, the different types including photographs, movies, audio recordings, video recordings, graphics, and text documents, each digital asset of the digital assets comprising content and metadata, the metadata comprising rights management information, the application software includes modules for a parser, a query language utility, and a style sheet processor;

a first computer readable storage medium comprising only one single document type definition (DTD) accessible by the server application software, the DTD defining data structure of each different type of the digital assets stored in the database;

a second computer readable storage medium comprising search and retrieval software for searching and retrieving one or more of the different types of the digital assets from the database and further comprising computer-executable instructions that are executed by a computer to:

receive a demand containing user entered search parameters for information pertaining to at least three different types of the digital assets;

access the DTD that defines declared elements for the at least three different types of the digital assets, wherein the DTD further defines elements and attributes for rights management of the at least three different types of the digital assets, the at least

three different types of the digital assets including the photographs, the audio recordings and at least one of promo, video recordings, and voiceover digital assets, wherein the rights management elements and attributes comprise metadata for at least one of: a contract identifier, an availability start date, an availability end date, an allowed number of plays per agreement, a copyright holder identifier, and a worldwide rights identifier, wherein the DTD defines metadata for the photographs and metadata attributes for the photographs metadata, the photographs metadata attributes comprising at least one of a definition for black/white, a definition for color, a definition for caption, and a definition for legal restrictions, wherein the DTD defines metadata for the audio recordings and metadata attributes for the audio recordings metadata, the audio recordings metadata attributes comprising a definition for rights issues regarding use of an audio recording;

convert, by using the query language utility, the demand containing user entered search parameters for information pertaining to the digital assets into a query to be transmitted to the database, wherein the query language utility is a structured query language (SQL) utility and the style sheet processor is an extensible style sheet language (XSL) processor;

search the at least three different types of the digital assets based on the converted demand and the accessed DTD; and

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convert, by using the style sheet processor, search results returned from the database into a style sheet for input to a client application and displaying the converted search results to a user.



***Allowable Subject Matter***

4. Claims 54, 63 and 68 are allowed.

The prior art of record, alone or in combination, does not teach or fairly suggest the combination of steps as recited in independent claim 54 (A computer readable storage medium) , claim 63 (A method) and claim 68 (A system), wherein "access the DTD that defines declared elements for the at least three different types of the digital assets, wherein the DTD further defines elements and attributes for rights management of the at least three different types of the digital assets, the at least three different types of the digital assets including photographs, audio recordings and at least one of promo, video recordings, and voiceover digital assets, wherein the rights management elements and attributes comprise metadata for at least one of: a contract identifier, an availability start date, an availability end date, an allowed number of plays per agreement, a copyright holder identifier, and a worldwide rights identifier, wherein the DTD defines metadata for the photographs and metadata attributes for the photographs metadata, the photographs metadata attributes comprising at least one of a definition for black/white, a definition for color, a definition for caption, and a definition for legal restrictions, wherein the DTD defines metadata for the audio recordings and metadata attributes for the audio recordings metadata, the audio recordings metadata attributes comprising a definition for rights issues regarding use of an audio recording; convert, by using the query language utility, the demand containing entered search parameters for information pertaining to the digital assets into a query to be transmitted to the database, wherein the query language utility is a structured query language (SQL) utility

and the style sheet processor is an extensible style sheet language (XSL) processor; search the at least three different types of the digital assets based on the converted demand and the accessed DTD; and convert, by using the style sheet processor, search results returned from the database into a style sheet for input to a client application and displaying the converted search results to user”.

The dependent claims, bring definite, further limiting, and fully enabled by the specification are also allowed.

**Contact Information**

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cam Y T. Truong whose telephone number is (571) 272-4042. The examiner can normally be reached on Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tony Mahmoudi can be reached on (571) 272-4078. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Cam Y Truong/  
Primary Examiner, Art Unit 2169